

Media Release

Friday, 25 October 2002



Mobait: it's 'fatal attraction' for heliothis

Cotton growers this season can significantly improve the performance of Integrated Pest Management (IPM) insecticides during critical pest control periods with Mobait feeding attractant from Australia's Nufarm Ltd.

Feeding attractants improve the acceptance of insecticides to pest insects. Mobait is a unique blend of natural food extracts that encourages feeding on sprayed leaves, resulting in a greater dose of insecticide being taken by serious cotton pests such as *Helicoverpa armigera* and *Helicoverpa punctigera*.

Such in-crop performance is particularly appealing for growers utilising many of the 'soft' IPM products that require ingestion by the insect to work effectively.

Trials in the 2001/02 season revealed Mobait improved *Bacillus thuringiensis* (Bt) efficacy in cotton by nearly 30% and increased the efficacy of insecticides such as Steward[®] and Tracer[®] (see graph on page 2).

At recent research and development training workshops in Narrabri and Moree, international adjuvant specialist Bob Reeves, Loveland Industries, US, said that for most cotton IPM insecticides to be effective insects must ingest a lethal dose of the chemical.

"By imitating the high sugar and protein foods heliothis larvae are attracted to, Mobait lures insect larvae which are hidden in sheltered feeding sites to move onto sprayed surfaces to feed," he said.

"This encourages the pest larvae to ingest resistance-breaking biological insecticides, assisting in the management of potential insecticide resistance issues with hard-to-kill insects that are very difficult to control under normal conditions.

Mr Reeves said adjuvants had become more sophisticated and specialised. Mobait is an example of this, and is designed specifically for use on the larvae of lepidopterous cotton pests such as heliothis.

"Nufarm's Mobait is compatible with virtually all IPM formulations and is highly effective on cotton pests such as *Helicoverpa armigera* and *Helicoverpa punctigera*," he said. "Mobait is technically different and easy to use."

Locally owned Nufarm, one of the world's top 10 crop protection companies, has been providing innovative and superior research-based solutions to Australian agriculture for more than 40 years. Nufarm is Australia's leading adjuvant supplier, with more than 16 specialist adjuvant products available.

Mobait is available from leading rural stores.

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